

Publishers Requested to Explain Principles

The Association of National Advertisers
Asks for Some Simple Information
Why Some of the 1,500 Quizzed Have Had a Hard
Time Answering, and Why Two-Fifths of
Them Have Found It So Hard They
Haven't Answered at All.

By SAMUEL HOPKINS ADAMS.

Suppose that you were the owner and publisher of a newspaper. Suppose that your newspaper enjoyed the patronage of a long list of reputable advertisers, whose money practically supported your journal. This is true of most newspapers.

Suppose further that you opened your advertising columns not only to these honorable advertisers with sound goods to sell, but also to all manner of quacks and swindlers who preyed upon your readers and paid you liberally for acting as their agent in print. This is also true of a great many newspapers, though of a distinctly lesser number than would have been the case a few years ago.

Suppose you knew that daily your advertising columns were full of premises to cure diseases which any intelligent person knows to be incurable.

Matrimonial bureau lures, which every sensible person knows to be the medium of the panderver and the lecher.

Sexual diseases advertisements so foul that you would not dare read them aloud before your decent and self-respecting gathering of your friends.

Financial or real estate "investment opportunities" which are obviously and provably traps for the unwary.

Offers of "epic" books on private topics, "sporty" photographs, and the like.

If you have difficulty in imagining this, fortify yourself with the reflection that a vast majority of the dailies in the United States carry at least two of these classes of bunco, and that there are few, if any, large American cities wherein there is not at least one newspaper carrying all of them.

Further, that the owners and publishers of these papers are often highly reputable and decent persons in their private capacity.

Final and most unpleasant supposition, suppose that an organization of the honest advertisers, whose patronage was an absolute necessity to the existence of your newspaper, abruptly brought you face to face with your own columns of filth and frauds and politely invited you to explain the journalistic principles and expound the journalistic ethics which allowed of your accepting such matter.

That is substantially what has happened to about fifteen hundred of the leading publishers of America. The body which is doing the questioning is the Association of National Advertisers, comprising in its membership such concerns as the Eastman Kodak Co., Remington Typewriter Co., Wells Fargo Co., the New York Central Lines, the Texas Co., Ivory Soap, the National Lamp Works, the Ingersoll Watch Co., the Burroughs Adding Machine, Douglas Shoes, Croft & Knapp hats, the Alpha Cement Co., the American Multigraph Co., and many leading makers of automobiles, paints, clothing, foods, sporting goods, guns and other high-class, standard merchandise representing the type of advertising most eagerly sought after by newspapers not only on financial grounds but also because it confers character on the medium in which it appears. This organization has sent out to a selected list of publishers the following document:

ATTENTION OF THE PUBLISHER.

Dear Sirs: We shall greatly appreciate your furnishing us with information as to the following:

1. Do you have any special rules regarding the admission of advertising into your columns?
2. Do you accept advertisements of remedies that profess to cure cancer or any other generally acknowledged incurable disease?
3. Do you admit advertising of the so-called "men specialists"?
4. Do you reject all "fortune-telling," so-called "harmless hair dyes," doctors who advertise "only curable cases practically accepted for treatment," etc.?
5. Do you reject advertisements of real estate or financial concerns that you personally would consider questionable?
6. Do you admit advertisements of so-called "matrimonial bureaus," or of any person advertising for a wife?
7. What are your rulings on alcoholic advertisements?
8. Do you apply the same rulings on these matters to classified advertising as well as to display advertising?
9. Do you print in your publication an invitation to readers to report any case of fraud or deception by an advertiser?
10. Do you assist in the prosecution of such complaints?

Awaiting your early reply, we are, very truly yours,

C. W. PATMAN, Secretary-Treasurer.

Some three-fifths of the publishers have responded. The unresponsive two-fifths doubtless have their excellent reasons for silence. I have not been privileged to see the letters received in answer, but from a fairly extensive acquaintance with the advertising mediums of the country, I should say that these must have been some agile and painful dodging come by most of the respondents. Question No. 1 would, of course, be simple. It would be difficult to find a publication which doesn't boast some advertising rules. Even the Hearst papers have proclaimed such rules, although they are not lived up to. And, for a guess, that No. 1 query would elicit, in a considerable proportion of cases, that hoary old plea of injured innocence defending the indefensible; a line which, I am tempted to believe, many offices keep set up in type for use whenever complaint is made against their fraudulent or objectionable advertising.

"We reject yearly thousands of dollars' worth of paid advertising which our competitors accept."

In those instances where this statement has been made to me and I have asked the injured publication to specify the rejections, the result has usually been blank silence.

To Question No. 2 a goodly proportion could say "Not guilty" as regards cancer; much fewer in respect to tuberculosis, and only a handful when it came to Bright's disease, diabetes and the like.

Question No. 3 would also find a considerable number of publishers with clean hands, recently clean for the most part. In New York City there is, I believe, but one English daily carrying this sort of filth. That paper is, naturally, the Evening Telegram.

Fortune-telling, "harmless hair dyes" and doctors who advertise to treat only curable diseases form a somewhat curious group for No. 4. Possibly ten per cent of the leading publications would reject the copy of the seers, hardly one per cent that of the "curable disease" doctors and few indeed that of the hair dyes.

As to Question No. 5, local pressure frequently operates to make publishers a trifle more careful about financial frauds than about other classes of objectionable advertising; but the crooked real estate promoter gets in almost everywhere.

Matrimonial bureau advertising (Question 6) is not accepted by newspapers or magazines which are particular about appearances. Such newspapers as, for example, the New York Times, Evening Post, Philadelphia Public Ledger, Boston Transcript, Chicago Tribune, Springfield Republican and Kansas City Star—to mention a few of the best known dailies—would probably reject this species of copy were it offered to them. It is professionally recognized as low-class "copy."

The matter of alcoholic advertisements involves a question of policy. Some publications reject them on the ground that other advertisers object to them. The great mass of newspapers accept them without question. The Tribune permits them under a particularly rigid censorship which excludes all claims as to health-giving, food-value or tonic properties.

The point raised by Question 8 is a technical but acute one. As if to show that they are concerned not with principles, but with appearances, a considerable number of publishers—and this applies to magazines quite as much as to newspapers—who do exercise some degree of censorship over their "display" advertising, throw open their classified columns to any kind of enterprise that has the price, presumably on the theory that these little ads will escape the critical eye. The defense most commonly met with is that "investigating classified matter would cost more than it is worth."

An amusing instance of this carelessness in small details was afforded some years ago by "Collier's Weekly," which, in the midst of its anti-patent medicine campaign, was publishing the lure of a quack medicine in its classified department.

To Questions 9 and 10, the almost universal answer from the newspapers would be "No." Publishers in general are much more concerned in concealing their fraudulent patronage than in calling attention to it.

To furnish a basis of reform for such publications as may have had their consciences pricked or their apprehensions aroused by the printed interrogatory of the Association of National Advertisers I give below the response from "The National Farm Power," publishing several agricultural journals. It was in the farm journal field, by the way, that the advertising clean-up originated, and here also originated the guarantee of advertisements, which the Tribune was the first to apply in the daily newspaper field. Writing for "Farm and Home" of the "National Farm Power" combination, the New York manager thus replies to the questions:

New York City, November 4, 1915.

Association of National Advertisers, Fifth Avenue Building, New York City.

We do have special rules regarding the admission of adver-

VICTIM OF NIGHT TO BATTLE SPELL

Jekyll-Hyde Youth, Freed,
Goes Home with Father
to Start Again.

GLAD ALL IS OVER;
HE SEES NEW CHANCE

Mind Cleared by Telling Story
—Parent Paid Fine to Save
Son from Jail.

Elizabeth, N. J., Dec. 11.—Sitting beside his father on a cot in his Cherry Street lodgings, Loring P. Crossman today told the story of the weird mental affliction that has made his existence as tortured as that of "Jekyll-Hyde." He told briefly, and with apparently no other emotion than relief, how, in the last few years, he had prowled the streets at night impelled by an insane desire to terrify girls and women. And how, in the daytime, he resumed his own personality, working in New York as an expert engraver.

Just two hours previous he had appeared before Police Justice Owen T. Mahon with pleas of guilty to each of the three complaints entered against him by many girls. He had no statement to make and no defense to offer. The judge, after expressing his sympathy for the young man, sentenced him to pay a fine of \$50 or serve six months in jail. Crossman chose the latter sentence, saying he hoped in that time to be able to conquer his neck and begged forgiveness, burying his face on the elder man's shoulder. He did not lift his head until his father had assured him he would do everything to help him.

The father, head of the G. A. Crossman & Sons Lumber Company, of Deering Junction, near Portland, Me., had rushed to Elizabeth as soon as he heard the \$50 fine in trouble. He paid the \$50 fine and the two left the jail.

"I'm going away," Crossman explained. "We'll go to New York to-night and then to Boston."

"Perhaps I don't know the right sort of a sanatorium," he was asked.

Crossman has no desire to return to his home in Portland until he is more sure of himself than now. The girl to whom he was to wed after the first of the year lives here. He referred to the engagement in the past tense, and as he spoke of her seemed keenly alive to what he had done for the first time since his arrest.

"It is all over now," said Crossman. "I hope to lead a different sort of a life. Just the telling of the whole story has cleared things up a lot in my own mind. I guess I'll be able to do better in the future. I hope so."

ST. MARK'S CALLED
EAST SIDE'S FRIEND

Gouverneur Morris Asks Support
at Benefit for Hospital.

"St. Mark's is the Melting Pot Hospital," says Gouverneur Morris in that institution which will open in Grand Central Palace Tuesday.

"Between it and the most crowded area on earth is only a broad avenue," said Crossman. "I hope to lead a different sort of a life. Just the telling of the whole story has cleared things up a lot in my own mind. I guess I'll be able to do better in the future. I hope so."

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In hand with the most richly endowed hospitals in the city. But at a certain point, it seems to me, St. Mark's leaves them and goes on alone—and up. For every patient who is treated in that congested place goes back to the slums a missionary of cleanliness and common sense, an annunciator of a deal that has been more than square. To the icy precision and calculation of the hospitals are added compassion and understanding. In the great essentials all is well in St. Mark's, but the hospital ought to be twice as big. Do your Christmas shopping at the bazaar. Be like St. Mark's—have a heart!

Performances on the vaudeville programme at the bazaar will include Miss Julia Arthur, Mme. Bertha Kalich, Lydia Lopokova, Elsie Janis, Ethel Barrymore, Ignace Paderewski, Leo Dittrichstein, Chauncey Olcott and others.

TAX LIST BETRAYAL
CAUSES 2 ARRESTS

Deputy Revenue Collector and
Woman Accused of Selling
Names.

John V. Diefenthaler, first deputy revenue collector in Newark, and Miss Mary A. Duley, about thirty years old, a temporary clerk in the internal revenue office, were arrested in that city yesterday on a charge of having sold a list of income tax payers, in violation of a Federal statute. They were arraigned before United States Commissioner Semple and released under \$1,600 bail for a hearing to-morrow.

The arrests followed an investigation by Charles V. Duffy, internal revenue collector, who, after conducting since last June, when he learned that a man named Dunn, who was told, was a relative of Miss Duley, had offered to sell the government list of names and addresses to a concern in New York at three cents a name.

Diefenthaler, who was one of the organizers of the Woodrow Wilson Democratic League in Essex county, was arrested as he stepped from a train on the Hudson River Railroad at Newark, where he had gone with a delegation to urge the appointment of John L. Armistead, president of the Wilson league, for the postmaster of Newark. Miss Duley was informed of her plight at her home, 38 Franklin Street, Newark.

Diefenthaler declined to make any statement. The penalty for the alleged offense is \$1,000 fine or a year in prison, or both.

The arrest of Diefenthaler, according to collector Duffy, followed a statement by Miss Duley, in which she implicated the first deputy. After the arraignment of the two prisoners Collector Duffy said:

"The lists offered for sale contained no information as to income or the source of income of taxpayers, but merely gave names and addresses. One complete list was disposed of and the other recovered. I learned that Miss Duley was in the habit of visiting the internal revenue office after hours and on Sundays. Then I learned that a nephew of Miss Duley had offered to sell a list of names and addresses."

From a man to whom a list had been offered I obtained a statement, which corroborated my suspicion that Diefenthaler was cooperating with Miss Duley."

Broadway and Fulton Street, 223,000 pedestrians below Fulton Street, 1,200,000 pedestrians.

Fifth Avenue and Twenty-third Street, 169,920 pedestrians and 9,645 vehicles.

Fifth Avenue and Thirty-fourth Street, 140,360 pedestrians and 14,360 vehicles.

Broadway and Forty-second Street, 90,370 pedestrians and 19,650 vehicles.

Columbus Circle, 81,990 pedestrians and 39,210 vehicles.

Fifth Avenue and Fifty-seventh Street, 28,130 pedestrians and 17,830 vehicles.

Seventh Avenue and 125th Street, 40,119 pedestrians and 10,565 vehicles.

Eighth Avenue and 110th Street, 12,118 pedestrians and 11,664 vehicles.

Manhattan Bridge (Canal Street and Bowerly), 11,918 pedestrians and 11,299 vehicles.

Williamsburg Bridge (Delancey and Clinton Streets), 54,110 pedestrians and 9,916 vehicles.

Queensboro Bridge (Fifty-ninth Street and Second Avenue), 2,420 pedestrians and 14,530 vehicles.

Staten Island Ferry, 4,000 pedestrians and 67,000 vehicles.

Hamilton Avenue Ferry, 21,400 pedestrians and 6,000 vehicles.

Corlandt Street Ferry, 24,900 pedestrians and 65,000 vehicles.

Jersey Central Ferry (Liberty Street), 55,500 pedestrians and 71,000 vehicles.

Battery Park Ferry, 25,500 pedestrians and 8,100 vehicles.

Desbrosses Street Ferry, 31,000 pedestrians and 85,000 vehicles.

Christopher Street Ferry, 12,049 pedestrians and 9,824 vehicles.

With Petrus Street Ferry, 5,218 pedestrians and 3,142 vehicles.

Hoboken Ferry, 6,183 pedestrians and 2,168 vehicles.

The Bronx—149th Street and Third Avenue, 69,640 pedestrians and 7,344 vehicles.

Brooklyn—Fulton and Court streets, 41,200 pedestrians and 6,767 vehicles.

Flatbush and Fourth avenues, 38,859 pedestrians and 13,075 vehicles.

TO MARCH ON CITY HALL
IN SUNDAY SALOON WAR

Delegations from 1,033 Churches
Will Petition Mayor.

Delegations of five members from each of the 1,033 Protestant churches in Greater New York will march to the City Hall, under a committee of ten church officials, for the purpose of petitioning Mayor Mitchell to more urgently enforce the law for the Sunday closing of the saloons. The movement is called "The Campaign of a Thousand Churches."

The church delegations are to present the following petition:

"We, the people of the City of New York, that in conformity with your oath of office and your duty under the city charter, you instruct the Commissioner of Police to enforce the law of the state against the sale of liquor in saloons on Sunday."

"Realizing that it will take very little of the time of the police to close the illegal Sunday saloons if the liquor men are convinced that you cannot be deceived or frightened in this matter, we urge you to make it clear to the public that you expect the law enforced and that you will cause the removal of any inspector or captain who does not secure the enforcement of this part of the liquor law."

Among those directing the campaign are William W. Shook, Chairman; James B. Gillie, James Vennings, Dwight Braman, William N. Jennings, G. H. Johnson, Benjamin H. Clark, Robert W. Schaff, Henry Riley, Malcolm R. Birnie, Lawrence Fiddie and the Rev. Floyd S. Leach.

WOODS SHAKES UP
TRAFFIC CAPTAINS

Transfers to Increase Efficiency of Squads, Commissioner Says.

PARK ROW CORNER
BUSIEST IN CITY

Police Keep Record for 25 Days of Pedestrians and Vehicles at Principal Crossings.

WOODS SHAKES UP TRAFFIC CAPTAINS

Transfers to Increase Efficiency of Squads, Commissioner Says.

PARK ROW CORNER
BUSIEST IN CITY

Police Keep Record for 25 Days of Pedestrians and Vehicles at Principal Crossings.

Another move in Police Commissioner Woods' campaign to increase the efficiency of the traffic division of the department was announced yesterday in the transfer of two captains from the regular force to the traffic squads and a shake-up of traffic captains.

The Commissioner also stated that for the last twenty-five days 448 traffic policemen have, by means of pocket clocks, recorded the number of pedestrians and vehicles passing on their posts.

Captain John W. O'Connor, who, despite the fact that he is rated one of the cleverest policemen on the force, has been in charge of the Glendale station, Queens, for more than three years, where he was exiled by former Commissioner Bingham, is sent to take charge of Traffic D, in Brooklyn.

Captain William W. Duggan, of West 68th Street, well known some time ago as a detective lieutenant and partner of ex-Detective Sergeant Van O'Farrell, goes to take charge of Traffic B, in Manhattan. Acting Captain Phil Grossbeck goes from Traffic B to Traffic D.

Captain George Liners leaves Traffic D to take Captain O'Connor's place at Glendale, and Captain John L. Falconer goes from the Elizabeth Street station to West 68th Street. Lieutenant John Noble is made acting captain and sent to command Elizabeth Street station.

The record of pedestrians and vehicles was compiled between the hours of 8:30 a. m. and 6:30 p. m. for twenty-five days.

The result of the clocking shows that the traffic men direct more than 15,000,000 persons and more than 2,000,000 vehicles each day. The record follows:

Borough of Manhattan—Park Row crossings below Fulton Street, 1,200,000 pedestrians.

Fifth Avenue and Twenty-third Street, 169,920 pedestrians and 9,645 vehicles.

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